

WHAT IS CLAIMED IS:

1. A method of marketing, comprising the steps of  
managing data using an identification number per product;  
transmitting grading information concerning said product to a user  
terminal via a network;  
5 registering a new user as a member;  
receiving a purchase order from the user terminal of said user  
registered as a member via said network; and  
reflecting a reaction of the user for said product ordered.

2. The method of marketing according to claim 1, wherein  
said grading information includes information indicating a summary  
of a conducted test, and a reliability level and a cost allocated in accordance  
with said conducted test.

3. The method of marketing according to claim 2, wherein  
said step of managing data includes the steps of  
editing a test-related file in which said identification number and  
information concerning said conducted test are registered per said product,  
5 and  
editing a product information file in which said identification  
number and said grading information are registered per said product.

4. The method of marketing according to claim 3, wherein  
said step of transmitting grading information concerning said  
product includes the step of retrieving said product information file in  
response to a request from said user terminal.

5. The method of marketing according to claim 2, wherein  
said step of registering as a member includes the step of allocating  
an unique user identification number per said user while editing a user  
management file managing user information per said user identification

5 number.

6. The method of marketing according to claim 2, wherein  
said step of receiving said purchase order includes the steps of  
editing a purchase product file in which an identification number of  
a product for which said purchase order is received is registered per said  
5 user, and

editing a purchase history file in which a warranty period and said  
identification number are registered per said product for which the purchase  
order is received.

7. The method of marketing according to claim 6, wherein  
said step of reflecting the reaction of the user includes the steps of  
receiving complaint information from said user terminal, and  
retrieving a history of a product within said warranty period among  
5 products ordered by the user who transmitted said complaint information.

8. The method of marketing according to claim 6, wherein  
said step of reflecting the reaction of the user includes the steps of  
receiving complaint information from said user terminal,  
editing a complaint information file based on said complaint  
5 information, and  
reconfiguring a test conducted on said product using data in said  
complaint information file.

9. The method of marketing according to claim 1, wherein said  
reflecting the reaction of the user includes the step of receiving an inquiry  
from said user terminal.

10. A device for marketing, comprising:  
a product management file in which data is registered using an  
identification number per product;  
a product information file in which grading information is registered

5 per said product;  
a user registration file in which user information is registered per user identification number;  
an input/output control unit for transmitting and receiving data to/from a user terminal via a network; and  
10 a processing unit transmitting data in said product information file to said user terminal, applying said user identification number to a new user, receiving a purchase order from said user terminal of said user to which the user identification is applied, and reflecting a reaction of a user for said product ordered.

11. The device for marketing according to claim 10, wherein said grading information includes information indicating a summary of a conducted test, and a reliability level and a cost allocated in accordance with said conducted test.

12. The device according to claim 11, further comprising a test-related file, editable with control of said processing unit and to which said identification number and the information concerning said conducted test, are registered.

13. The device for marketing according to claim 11, further comprising:

a purchased-product file, editable with control of said processing unit and to which an identification number of a product for which said purchase order is received, is registered per said user; and  
5 a purchase history file to which a warranty period and said identification number are registered per product for which said purchase order is received.

14. The device for marketing according to claim 13, wherein said processing unit retrieves a history of a product within said warranty period among products ordered by the user who sent said

5 complaint information, upon reception of said complaint information from  
said user terminal.

15. The device for marketing according to claim 13, further  
comprising a complaint information file in which said complaint information  
transmitted from said user terminal is stored,

5 said processing unit reconfiguring a test to be conducted for said  
product using data in said complaint information file.

16. The device for marketing according to claim 11, wherein said  
processing unit processes for receiving an inquiry from said user terminal to  
which said user identification number is applied.